

# Onward & Upward

## FREDERICKSBURG, VA



### WHAT'S NEW

We have certainly been slow with the summer newsletter - enjoy this edition!

A great big 'Thank You' goes out to our team, they have kept everyone humming along as usual while also filling Crystal's shoes while she has been under the weather the last little bit.

Next up in a few short weeks will be the fall newsletter, beautiful leaf changes, bonfires and football.

### SERVICES WE OFFER

- Website Design
- Website Maintenance
- Search Engine Optimization
- Social Media Marketing
- Reputation Management
- Citations, both local and national
- Google Products
- Email Marketing
- Digital Marketing
- Website Hosting

Not certain if your Google Business Profile or Bing Places are doing all they could be for your business? Reach out for a free audit. Crystal will review one or both for you.

### SOCIAL MEDIA - THREADS

A new app, built by Meta and under Instagram, meant to rival X (formally Twitter). It is meant to share text, images and videos, interacting with users by posting replies, reposts and likes. It took off quickly but has floundered a bit since that time. It is set up that should you wish to not retain your Threads account you will also need to delete your Instagram account.

- Had over 100 million sign-ups in its first five days
- Became the fastest app to reach 100 million users
- Was almost called Instagram Notes
- Currently struggling as many have abandoned it. Those who stayed are having great success

### ON THE WEB

Blog:  
<https://simplywebservices.net/blog/>

Facebook:  
<https://www.facebook.com/FBurgWebDesign/>



## NEW SITE RELEASE



Though Matt had planned to retire from the governmental life he determined he needed to return as he has more work to do. He reached out to us again to design his website and advise on internet marketing and social media matters.

## GOOGLE PRODUCTS CHANGES

Google makes approximately 800 algorithm updates a year (yeap a year). It tries to keep ahead of the unscrupulous person that takes advantage of the 'system' to get ahead. Joe keeps up with them, making him a pretty crazy dude at times.

Currently, Google is looking towards the future, releasing AI to help business owners and users. Keep in mind that Bing is also making changes in a similar capacity.

Some August highlights:

**Search Engines** - reflecting mobile (not a new thing) and AI rolling out, not without its bugs

**Google Business** - changed up booking, rolling out AI to help owners write descriptions

**Google Ads** - being more responsive and dynamic, with a larger focus on remarketing

**Google Local Services** - testing some new ad formats

## DIGITAL MARKETING (AKA ONLINE MARKETING)

Digital Marketing encompasses a branding package that helps get your company in front of people. It encompasses all business types and is something that all companies need to include in their overall marketing plan. Is it time to update your marketing plan? Digital Marketing includes: web based content, email marketing, social media marketing, search engine optimization, Ads, mobile marketing, analytics and affiliate marketing

**(540) 479-6350**

## SEARCH ENGINE OPTIMIZATION

The way people are searching is changing continually with recent changes focusing on not only mobile but voice search. Is your website ready for both? Google continues to change things, by starting to roll out AI, not without its own buggy issues. Bing has already rolled their AI out and seems to be working better than Google's at this point. All the while your website is at their mercy.

## SOCIAL MEDIA

Social media has become a necessary part of your marketing plan so a presence in some capacity is necessary. Have you evaluated how you are doing on social media recently? Is the platform you are using working for your company? Are you actively posting on them? Trying to be on too many and it is stressing you out? Here is something we tell people regularly, don't take on more than you can handle!

Social media is important to use, as it subconsciously provides information about your business and keeps your name in front of potential customers. But if you are not going to be consistent about it, and provide content that reflects your company values, you may want to forgo that platform for now.

Take it one social media platform at a time, find a starting point and keep improving. If all else fails you can hire someone to help

